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Greetings from the Service Support Team @ Mindlogicx!

This month's Edunews contains detail on ATL activities being undertaken by the marketing team and enhancement of the Partner Support System @ K.Net. So read on to know more!

Participation in Students Edulife Expo 2009

As part of ATL activities to promote the corporate brand, Mindlogicx participated in Student Edulife Expo 2009 in Coimbatore between 10th to 12th April 2009. More than 30 engineering and management institutions participated in this event from Coimbatore, Erode, Karur, Namakkal, Salem and Nilgiris. The event was marked with the presence of students from colleges, teachers of aspiring students, vice-chancellors, principals, representatives of government and other people who are interested to know about latest happenings in the field of education. Obviously these are the target group for Educards and GradFirst.

Inauguration & Lighting of Kuthuvilakku by
Dr. R. RADHAKRISHNAN
Vice Chancellor, ANNA UNIVERSITY COIMBATORE

Chief Guests

Mr. Suresh Elangovan
MD & CEO, Mindlogicx Infotech Limited, Bangalore.

Mr. S. Venkatraman
RM, Region-I, State Bank of India, Coimbatore.

Mr. G. Sreekanthan
CMD, Ebek Language Laboratories Private Ltd, Chennai.

Our Prestigious Event Partners

MINDLOGICX, State Bank of India, VIRTUOSITY, ebek, Union Bank of India, GEMINI Innovation & Leadership, BLACK THUNDER, KAPIL, Karur Vysya Bank, Hello, THE TIMES OF INDIA

Event Dates : April 10, 11 & 12 2009
Venue : Suguna Kalyana Mandapam A/c, Peelamedu, Coimbatore.

Event Highlights

- Counseling for every one hour
- Contest & Prizes
- Informative Free Directory
- Live TV Programmes
- Educational Loans
- Career Solutions

Organized by: **V.G.ADS**
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புத்தகப்பரான கல்விக் கண்காட்சி

The main dignitaries present in the event included Dr. R. Radhakrishnan - VC Anna University Coimbatore and representatives from Tamilnadu Government and Industry.

The franchisee partners from the state of Tamilnadu also participated in this event with a great enthusiasm. The marketing team from Bangalore was especially sent for the event. The activities undertaken in this event included live demos of the product and marketing through counselling and consulting at the special counter setup by Mindlogicx. These activities will definitely bring tangible and intangible gains for all the stakeholders in the form of enhanced sale and brand value.



Such events provide us a useful platform for reaching out to the target audience and take our message forward upto the masses. Mindlogicx is planning to participate in other similar events in the coming weeks in other places of the country also. In case, you come to know about a similar event being organized in your region, you can forward us the details.

Corporate & Institutional Tie-ups

The Sales Department at Mindlogicx has initiated strategic tie-ups with leading Institutions and negotiations are on. The tie-up with the Genius Institute last month in Uttar Pradesh was a big hit. Many such tie-ups are in the pipeline in other parts of the country.

Similar tie-ups for bulk sale of the Educards will be initiated in each of your regions and your inputs in terms of identification of leading institutes in your region with a large student base is welcome. Mindlogicx will then organize along with you to start up a discussion, conduct demonstration of the product/service and negotiate for sale or strategic tie-up. For any further details or information in this regard, you can always contact the retail team @ Mindlogicx.

CRM Software

As per the discussion in the Partners' Meet in January, we have deployed a robust and reliable CRM System. This will enable you to systematize the various sale and marketing activities for their easy tracking and follow-ups.

The CRM system is an integral part of the Partner Support System (PSS) setup by Mindlogicx for support of all its franchisees. The UserIDs and Passwords along with the weblink for the new CRM System have already been sent to you through separate emails.

Some of the benefits of the CRM System include:

- It helps to keep track of the marketing campaigns.
- It provides the facility to systematically organize and follow the sales leads.
- Facility to generate monthly MIS reports for sales.
- Maintain notes for various marketing and sales activities.
- Maintain an online diary of contacts.
- On the whole it can completely automate your sales activity.

Most of the partners have already been given the training on this new CRM Tool through virtual conferencing. We suggest all of you to start using this tool for your routine marketing and sale activities.

We are working towards finalization of some more marketing collaterals including brochures, product walkthroughs and handbills etc. They shall be sent to you as soon as they are ready. Any feedback or comments from you on the information given in this issue of Edunews would be most welcome at response@mindlogicx.com.

We appreciate your business. Looking forward to serve you better.

Warm Regards

Service Support Team
Mindlogicx Infotech Ltd